

**Venue:**  
Community

**Goal:**  
Eliminate Exposure  
to Secondhand Smoke

**Activity:**  
C4.03 Policy  
Education – Public  
Venues & Worksites

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	King	Pierce
• <b>Population (Census 2000):</b>	<b>1,737,034</b>	<b>700,820</b>
• <b>Adult Cigarette Smoking Prevalence (BRFSS/ATS 2003):</b>	<b>18 percent</b>	<b>26 percent</b>
• <b>Estimated Number of Adult Cigarette Smokers (DOH 2004):</b>	<b>245,000</b>	<b>132,100</b>

# Smoke Free Restaurant and Bar Campaign – King and Pierce County

## Project Description

Public Health Seattle & King County and Tacoma-Pierce County Health Department surveyed bar patrons and restaurant workers. Survey results were used to educate restaurant owners, managers, and workers about the benefits of working in smoke-free environments.



### Inputs Rationale

- Public Health Seattle & King County, through its restaurant and bar campaign, has increased the number of restaurants that have adopted voluntary smoke-free policies to 70 percent. According to evidence from Vancouver B.C., as the percentages of smoke-free restaurants increase it becomes more difficult to encourage more restaurants to implement voluntary smoke-free policies. Eventually, governmental smoking bans are necessary to further reduce exposure to secondhand smoke in restaurants and bars.
- Hospitality workers are an occupational group that has the highest rates of exposure to secondhand smoke. A report released by the Boston University School of Public Health found that one subgroup of hospitality workers, bartenders, are exposed to four times the amount of smoke as a person living in a home with a smoker. Bar workers smoke an equivalent of 16 cigarettes a day during an eight-hour shift. The deleterious effects of secondhand smoke in hospital-ity workers are well established. Female restaurant and bar workers have a lung cancer rate that is 250 percent higher than the average office employee and a heart disease rate that is 400 percent higher.
- A variety of data is needed to convince restaurant owners and managers to establish smoke-free policies. Restaurant owners and managers said local statistics showing worker support for smoke-free policies, and data showing patrol support would be the most important factor in convincing them to create smoke-free policies.
- Restaurant owners thought the California economic studies and the California restaurant and bar surveys were insufficient because they did not reflect the attitudes, culture, or demographics of King County or Washington.

#### Target Audience

- Primary: Owners and managers of hospitality establishments in King and Pierce counties.

### Resources

#### Staff

- Two Public Health Seattle & King County staff and one Tacoma-Pierce County Health Department staff
- The project ran from January 1, 2003 to June 30, 2003.

#### Funding

- State Tobacco Prevention and Control Program

#### Partnerships

- The two health departments worked together on this project. Gilmore Research was hired to conduct the surveys. The state Department of Health reviewed survey instruments.

### Activities

1. During Public Health Seattle & King County's annual restaurant campaign, restaurant owners identified the need for local data assessing public and employee support of smoke-free policies in restaurants and bars. King and Pierce counties developed a plan to collect the data requested by restaurant owners including:
  - Regional science-based data to support voluntary smoke-free policies that reduce secondhand smoke.
  - An assessment of the general population and hospitality workers measuring knowledge of the dangers of secondhand smoke and support of smoke-free policies.
2. King and Pierce counties used the data to educate owners, managers, workers, and the public about the dangers of secondhand smoke throughout their yearly restaurant campaigns.
3. A brochure was created with King County specific data showing current support of smoke-free policies in restaurants and bars.
4. Brochures showing the survey results of local support of smoke-free policies and knowledge of the dangers of secondhand were mailed to bars.
5. Information about the dangers of secondhand smoke also was distributed at smoke-free events in King County bars.

### Outputs

1. For the bar patron survey conducted in King and Pierce counties, 609 people participated.
2. For the food handler survey, which was conducted in three languages -- English, Chinese, and Spanish (52 in Chinese and 296 in Spanish), 2437 workers participated.
3. Staff visited 300 restaurants and gave them restaurant packets with information emphasizing the benefits to businesses of going smoke-free.
4. Twelve smoke-free events were held in King County.
5. Survey data was presented to the Washington BREATHE Alliance and to the state Department of Health. Copies of the restaurant packet were given to the state Department of Health.
6. Brochures are available, at cost, to all Washington counties. Surveys are available to all counties interested in conducting the assessment.
7. The brochure, Go Smoke Free: Be Prepared to Make the Switch, is in draft form.

## Evaluation

- Focus group testing was conducted in development of the restaurant packet and the bar brochure. Pre-testing and trial runs were conducted on both the food handler and bar patron surveys.
- Evaluation of the resulting materials and restaurant and bar campaign will be conducted in year three of the grant.

## Lessons Learned

- The most time consuming and frustrating barrier was finding a way to grant money to Gilmore Research to conduct the bar patron survey. Never underestimate the complexities of paperwork needed to release large grants and always budget plenty of time for this process.
- Another barrier that should have been foreseen, but was not, was the various reviews of the survey instrument needed for approval.
- The bar patron survey will not be conducted again. It was very clear that an overwhelming majority of King County bar patrons support banning smoking in bars. However, re-surveying food handlers will provide King County with an evaluation of current bar and restaurant campaigns and may be re-conducted next year.
- We would definitely recommend this project to others; especially any county that is looking into a restaurant campaign. Food handler's opinions about smoking where they work serves as a good baseline for measuring the social norms around smoking in restaurants. The survey itself has been seen to serve as an intervention as it raises awareness of the issue around those most at risk for secondhand smoke exposure.